

**LICENSES AND CONSUMER SERVICES
LICENSE INSEPECTOR'S REPORT**

LICENSE NUMBER: L190-50150

POLICE FILE NUMBER: 13247

DATE OF APPLICATION : April 11, 2012

INSPECTOR: Greg Buenning

APPLICANT/LEGAL ENTITY: Icehouse, Inc.

DBA/TRADE NAME: Icehouse

COMPLETE ADDRESS: 2528 Nicollet Avenue, Minneapolis, MN 55404

LICENSE REQUESTED: Class "B" On-Sale Liquor with Sunday Sales

CURRENT LICENSE: None

RESPONSIBLE PERSON WITHIN 75 MILES OF MINNEAPOLIS CITY HALL: Yes

PUBLIC HEARING REQUIREMENTS: A public hearing is required

NEIGHBORHOOD/WARD: Whittier/Ward six

ZONING: C3A/PO

7 ACRE REQUIREMENT: Met

OFF-STREET PARKING: zoning requires 27 off-street parking spaces. This is met. The applicant has secured 8 spaces on site and have leased out 27 spaces at a parking lot located at Nicollet Avenue and 27th Street.

CHURCHES OR SCHOOLS WITHIN 300 FEET OF THE PROPOSED PREMISES: No

SEATING: Inside – 190 Outside – 40

FIRE OCCUPANCY: 230

FOOD SERVICE REQUIREMENT: 60/40

HOURS OF OPERATION PROPOSED: INSIDE : 11:00 a.m. - 2:00 a.m. Mon-Sat
9:00 a.m. – 1:00 a.m. Sun

OUTSIDE: 11:00 a.m. – 2:00 a.m. Mon-Sat
9:00 a.m. – 1:00 a.m. Sun

METROPOLITAN COUNCIL SERVICE AVAILABILITY CHARGES: Paid

HISTORY OF LOCATION

Prior to this application this address had been used as a restaurant space and a grocery space.

APPLICANT

The applicant is Icehouse, Inc., a Minnesota corporation formed on June 6, 2011, under Chapter 302A (Charter Number 4329399-2-2). The applicant has provided documentation showing adequate, legal, and traceable funding for this venture. They have the required restriction on the transfer of shares and have the following shareholders and officers:

<u>Name</u>	<u>Title</u>	<u>Shares</u>
Matthew J. Bickford	President	31.67%
Brian J. Liebeck	Vice-President	31.67%
Michael J. Ryan	Treasurer	31.67%

The remaining 5% of the Corporation's shares are held by one other partner.

MANAGER

The Manager for Icehouse will be David H. Wiegardt. Mr. Wiegardt has more than 16 years of experience in the hospitality field. He was General Manager of the Turf Club in St. Paul from 2005 until 2010. He was recognized by local publications for his work there. Prior to that, he worked as the Manager at the Clown Lounge from 1995 until 2005. He has a degree in Economics from the University of Northern Iowa.

POLICE REVIEW

Police Licensing and this Inspector have reviewed the expenses and source of funds reported in this application. The applicant has provided documentation showing adequate legal and traceable funding for this venture and has passed the criminal background check. The Fifth Precinct of the Minneapolis Police Department has discussed security issues with the applicant and how to maintain a safe and clean establishment.

PREMISES

The lease shows exclusive use of premises by applicant. The licensed premises will operate on two floors of the building. The premises occupy approximately 4,498 square feet on the two floors. There is seating on the first floor for 161 people at tables and chairs. The bar seats 11 people. The second floor will have 20 seats for patrons and it will overlook the first floor with a clear view of the stage area. The business has an outdoor patio that seats 30 people.

BUSINESS/PLAN/OPERATIONS

The restaurant will be a full service sit-down restaurant and will offer a full lunch and dinner menu, and have a focus on many varieties of food which will focus on small plates. Food items focus on cuisine from Solera, Zander Café, and Bewiched. Their cocktail concept calls for locally brewed craft brews, wines with emphasis on domestic boutiques wines, and cocktails designed around the industrial era. During the dinner hours, 6:00 – 9:00 p.m. they will feature live music on designated nights featuring jazz

combos and singer/songwriters. From 10:00 p.m. – closing the focus will shift to a live music “listening room” with the plan of having theme nights for various forms of music. The target age group will be 25 years and up. The establishment must operate as a restaurant subject to the 60/40 ratio of food to alcohol sales. No more than 40% of sales may be from alcohol.

All staff shall undergo alcohol server training on an annual basis. All new staff will receive in-house alcohol server training prior to their first shift and alcohol server training within thirty days of hire. All guests will be required to present valid, government-issued identification. Bartenders and wait staff should immediately check the identification of any person who appears to be under the age of 21 and not rely on other staff members to screen potential underage guests. Obviously intoxicated patrons will not be admitted. Service to obviously intoxicated guests is prohibited. Patrons will not be allowed to remove alcohol from the premises. The security staff will be uniformed to be identifiable. They will provide frequent interior and exterior patrol to prevent loitering and other issues of concern.

The business plan indicates that Icehouse will shut off and external speakers to their outdoor area and will also ensure that all windows and doors to the outside area will be closed by 10:00 p.m. Ownership indicates that there will always be two on-site managers on duty. The hours of operation for the establishment will be 11:00 a.m. to 2:00 a.m. Monday through Saturday and 9:00 a.m. to 1:00 a.m. on Sunday. All litter and trash will be removed from the front and back of the premises on a daily basis, as needed.

PUBLIC HEARING SUMMARY

A public hearing is required for this application. 593 public hearing notices were mailed out to residents and property owners within 600 feet of the premises and e-mailed to the Whittier Neighborhood Association and the Lowry Hill East Neighborhood Association on May 3, 2012. The public hearing was held on May 14, 2012, at Minneapolis City Hall Council chambers at 1:30 p.m.

RECOMMENDATIONS

The Whittier Neighborhood Association has met with the applicant and has recommended them for approval.

The Licenses and Consumer Services Division make the following recommendation for the application for JJ’s Coffee and Wine Bistro. The license application for a Class “E” Charter Wine with Strong Beer license is recommended for approval.